

Getting involved:

A guide to Family Mediation Week 20th - 24th January 2020



What is Family Mediation Week?

Organised by the FMA, Family Mediation Week (20th - 24th January 2020) is an opportunity to raise awareness of family mediation and its benefits for separating families. Our aim is to let more people know about the benefits of family mediation and encourage separating couples to think about family mediation as a way of helping them take control, make decisions together and build a positive future for their family.



Family Mediation Week focuses on working collectively to help raise awareness of family mediation among members of the public. The event allows us to create and promote family mediation-specific information.

We have chosen these dates because January is the month in which the media especially focuses on separated families and relationship breakdown, which means that all the media outlets are likely to be especially receptive then to the stories we produce. The week happens towards the end of the month, so that all of us have a chance to settle back into work after the holidays before we launch ourselves into campaigning.

What will happen during Family Mediation Week?

Over the course of the week itself, we will be publishing resources, information and blog posts, engaging in social media activity and issuing news stories to local, regional and national media explaining the benefits of mediation for clients.

We will send an email to members each day, explaining what is happening on that day, and suggesting some simple activity that will help. The week will be based around the theme: "Conversations", with a different angle for each day.

Day 1 - Conversations About Family Mediation

The Family Mediation Council has agreed that it will release the information captured in its 2019 Survey to coincide with Family Mediation Week. This information will provide an excellent platform to start a conversation about family mediation - what it is, how it works, and the benefits for separating families

Day 2 - Conversations About the Mediation Information and Assessment Meeting

How do we start to have the difficult conversation about separating or divorcing? What do we do? Where do we go? What about our children?

Day 2 will focus on the opportunities that the Mediation Information and Assessment Meeting provides for families going through the process of separation and divorce, focusing on it being a first port of call for information about children, divorce and finances, physical, mental and emotional well-being, the availability of Legal Aid, other relevant services and resources as well as getting legal advice.

Day 3 - Conversations About Children

My parents are divorcing; what do I do? What should we be saying to our children and how do we deal with their questions?

Day 3 will focus on children and Child Inclusive Mediation as an opportunity to ensure children have a voice; parents can understand better their child's wishes and feelings and decisions can be made that put children's needs first.

Day 4 - Conversations About Money

What are our options for separating our assets and liabilities?

Day 4 will focus on finances and how family mediation can help separating families understand what there is to divide and think about what is best for the family.

Day 5 - Conversations About Family Mediation

What do other people say about mediation – can it really work?

Day 5 will focus on what participants and other professionals say about family mediation and its benefits for separating families

We have developed a number of resources that we will be distributing via different channels over the course of the week. We will be engaging with the national and local media too, to help put family mediation in the news.

Information about all of these materials will be made available to FMA members during Family Mediation Week, so that they can use them in marketing activity during the week itself, and beyond.

What will happen in the run up to Family Mediation Week?

FMA members will receive emails from FMA containing ideas for promoting Family Mediation Week, including some materials for you to use. During the week itself there will be a daily email, reminding members about the existing resources and providing new materials.

A number of resources for the week are already available on the members' area of the FMA website (www.thefma.co.uk) – you should find everything you need in the Family Mediation Week section of the members' area.

More generally FMA has been promoting Family Mediation Week through the Family Mediation Week website (www.familymediationweek.org.uk), which includes some materials for anyone to use; we are committed to making this an opportunity for all family mediators to promote the use of family mediation around the country.

How can I get involved?

There are many ways in which you can get involved with Family Mediation Week, which will all help to promote your own service, as well as raising awareness of mediation as a whole.

Even if you do just one thing every day during the week 20th to 24th January, you will be helping to create a bigger wave of awareness and momentum that will ultimately benefit your service by encouraging more people to choose mediation.

Send us some of the positive things your clients have said about family mediation – this can be anonymous if your clients would prefer that. Post what has been said on [@FamilyMedWeek](#) and [Facebook](#) as well. This is a really good way to let people know how life-changing family mediation can be.

Host an event – it doesn't have to be a big event. A drop-in session at your premises, or somewhere more central in your town or city, where people can come to find out more about family mediation, can help create awareness. Holding an event also gives you an opportunity to send a story out to the media in your area. [If you decide to do something, remember to let people know by using @FamilyMedWeek and Facebook.](#)

Offer something for free – offering information or advice free of charge can really help people engage with you and your service. Consider offering a free half-hour consultation during Family Mediation Week, promote it on your website, mention it on any social networks you use, and let the local media know that local people can access expert advice, free of charge, during Family Mediation Week. [If you decide to do something remember to let people know by using @FamilyMedWeek and Facebook.](#)

Send an email – you might have a potential client who is considering mediation. Sending them an email with a link to one of the videos from this year or last year, for example the interview in which a client talks about her experiences of the mediation process, might just help them decide whether mediation is right for them.

Engage with us on social media – if you use Facebook or Twitter, please ‘like’ our page, or follow us on Twitter (see links below and in Resources & Information section), and keep a lookout during Family Mediation Week for content that you can like, share or retweet to your followers. Even if all you do is retweet, like or share the content we put out during Family Mediation Week, this would help us reach thousands more people with information about the benefits of mediation. Useful guides, including sample tweets and Facebook posts can be found on the Family Mediation Week website and the members’ area of the FMA website. If you use LinkedIn, why not post links to the Family Mediation Week videos, blogs and news stories on your LinkedIn profile? Again, this will help spread the word, raising your own profile and also that of mediation.

Change your profile photo – this Family Mediation Week image is available to use as your Facebook or Twitter profile photo for the week. This alone will help put family mediation in the spotlight and encourage more people to Google Family Mediation Week in order to find out more.

Use and share the content we create - we will be posting new content every day during Family Mediation Week on both the [FMA website](#) and the [Family Mediation Week website](#). This content will also be published on the [FMA Twitter feed](#) and our Facebook page. Please share this content with clients and contacts in whatever ways you feel are appropriate.

Please do get in touch with us (anna@vollansmediation.co.uk) if you have anything of your own that you would like to contribute . . .

Key contacts

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Useful websites & social media links

Family Mediation Week website: www.familymediationweek.org.uk

Family Mediators Association website: www.thefma.co.uk

FMW Twitter handle: [@FamilyMedWeek](https://twitter.com/FamilyMedWeek)

FMW Twitter hashtag: [#familymediationweek](https://twitter.com/FamilyMedWeek)

FMA Twitter feed: www.twitter.com/info_fma

(or, if you are searching in Twitter itself, @info_FMA)

Facebook page: [click here](#)